



8 July 2011

Joe Forster
Chief Executive Officer

Relative Value Model

In June the S&P 500 rose 3.0%, and earnings estimates were increased by 0.4%. The forward P/E rose 2.6% resulting in an increase to 11.6. The 10 year treasury yield rose to 3.18%

Take profits in Nike. We only added it three months ago, as an opportunistic investment, but it surged more than 20% and is now overvalued.

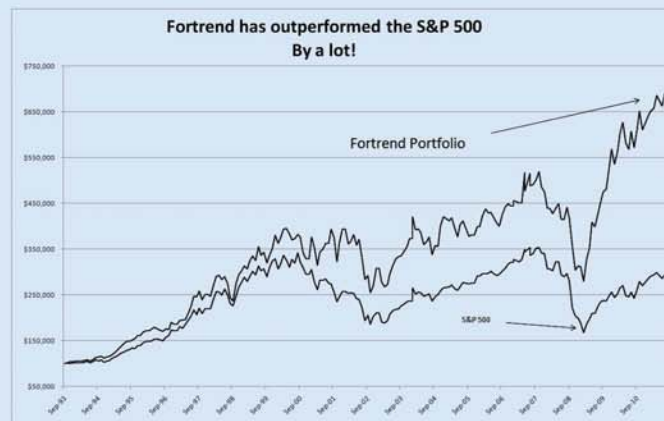
Best Performers

39.5%	Temple Inland
17.3%	Harley Davidson
15.7%	Briggs & Stratton
15.4%	Worthington Ind
14.3%	Starbucks
14.3%	Nike
12.5%	Ryder System
11.6%	Celenese
11.5%	Snap-On Inc
11.5%	Emerson Elec
11.2%	Amazon
11.1%	L-3 Coms.
10.8%	Northrop Grumman
10.6%	Intuitive Surgical
10.6%	Dover Corp

Worst Performers

-4.3%	Devon Energy
-4.3%	Motorola Mobility
-4.7%	Eastman Kodak
-4.8%	Southern Copper
-5.2%	Adobe
-6.3%	Masco
-7.4%	AMR Corp
-7.9%	CF Industries
-7.9%	Navistar
-10.8%	Advanced Micro
-11.1%	Liz Clairborne
-11.5%	KB Home
-12.5%	Nvidia
-14.2%	Owens Illinois
-14.5%	Micron Technology

Electrical Manufacturing Equipment surged 7.5% while Aerospace & Defense soared 6.7% (I don't know why with the pressure on US budgets. Restaurants & Lodging rose 7.3% with board market support for Manufacturing, Transportation, Auto and other export industries. The weak points in the market were Telco's and Semiconductors, which both fell during a strong month.



June 5th - July 1st

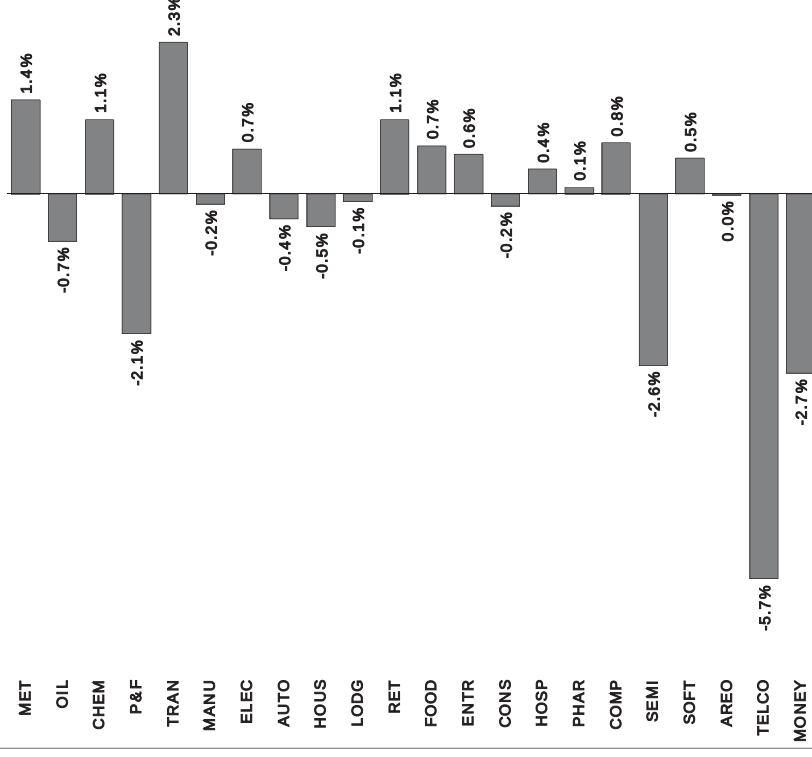
Relative Value Model

	July 2011
Plus Percentage Change in Price/Book	2.5%
Minus Percentage Change in ROE 2012.....	-0.1%
Equals Percentage change in P/E 2012	2.6%
Current P/E 2012	11.9
10 year Treasury Yield	3.2%
Equity Discount / Premium	-165%

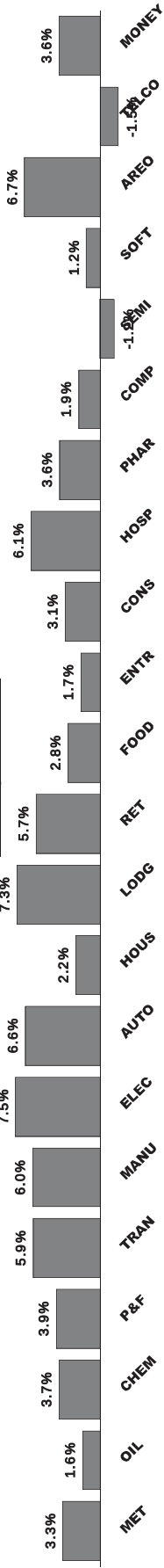
	Nov 10	Dec 09	Dec 08	Dec 07	Dec 06	Dec 05
Forecasted P/E.....	17.1	18.1	17.5	15.0	15.6	15.8
10 year Treasury Yield	4.1%	4.6%	4.2%	4.3%	4.4%	4.6%
Equity Discount / Premium	-43%	-20%	-36%	-54%	-45%	-38%

	Dec 04	Dec 03	Dec 02	Dec 01	Dec 00	Dec 99
Forecasted P/E.....	17.1	18.1	17.5	22.4	20.8	25.9
10 year Treasury Yield	4.1%	4.6%	4.2%	4.4%	5.5%	6.2%
Equity Discount / Premium	-43%	-20%	-36%	-3%	13%	38%

% Change in Earnings Estimates



% Change in Prices



NVIDIA	\$ 15.725 NEW BUY
Market Capitalization	\$ 9.4bil
Sales '12	\$ 4.1bil
Profit '12	\$ 0.6bil
P/E '12 (Jan)	11.7
NVIDIA Corporation designs, develops, and markets three dimensional (3D) graphics processors and related software. The Company's products provide interactive 3D graphics to the mainstream personal computer market.	

Bad news creates an opportunity, we picked Nike and now we move to NVIDIA, the graphics chip kings.

NVIDIA designs high-def 2-D and 3-D graphics processors for gaming and industrial design applications. Their graphics ships are used by leading PC makers Apple, Dell and Hewlett-Packard as well as add-in boards and motherboards produced by ASUSTek, PNY Tech and others. In addition they provide complimentary driver software & chipsets.

Approximately 75% of sales come from the biggest growth region; Asia and more specifically China and Taiwan.

NVIDIA is pushing into the Tablet market and shipped their 10-millionth Tegra Chip in June, 50% of the Tegra chips go into Tablets & Smartphones. With no exposure to RIMM (Blackberry) they are well positioned in the smartphone/tablet arena, this enables them to diversify their business and reduce the dependence on chips used in PC's. GPU products stand to benefit from back-to-school and share gains.

NVIDIA recently acquired the tightly held Icera Inc. for \$367 mill adding radio processors needed in phones and tablets, managements recent 2Q12 guidance does not include 2 months of Iceras operating results. Having the ability to offer Tegra and a radio chip will double NVIDIA's opportunity for revenue from each device.

The stock price fell 12.5% this month, and is looking to be oversold. NVIDIA reported

earnings of \$1.02 bill vs estimates of \$990.4 mill. With volatility in the market we would expect to see 20% upside over the shorter term, we are making a trade and taking advantage of current circumstances. Don't miss the boat, speak to your advisor and buy today.

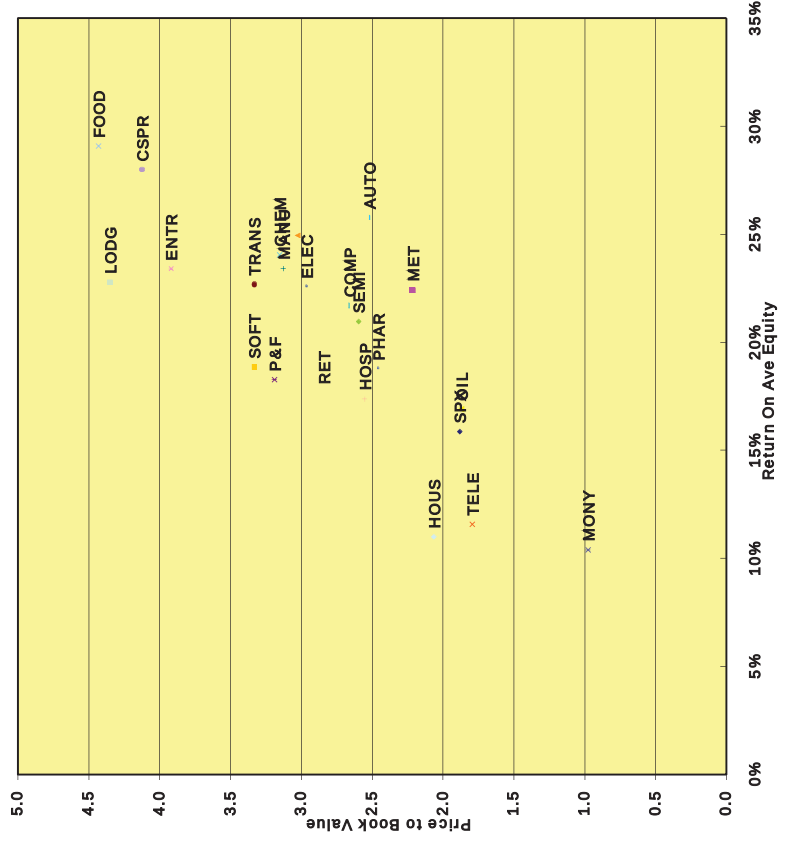
Nike	\$ 93.66 SELL
Market Capitalization	\$ 44.4bil
Sales '12	\$ 23.0bil
Profit '12	\$ 2.3bil
P/E '12 (May)	16.7
NIKE, Inc. designs, develops, and markets athletic footwear, apparel, equipment, and accessory products for men, women, and children. The Company sells its products worldwide to retail stores, through its own stores, subsidiaries, and distributors.	

We swooshed on this opportunity! Nike fell 15% after missing estimates for the first time in 19 quarters and was oversold in our opinion. The stock price is up over 20% from when we recommended buying. We are now taking profits and applying a similar strategy to NVIDIA.

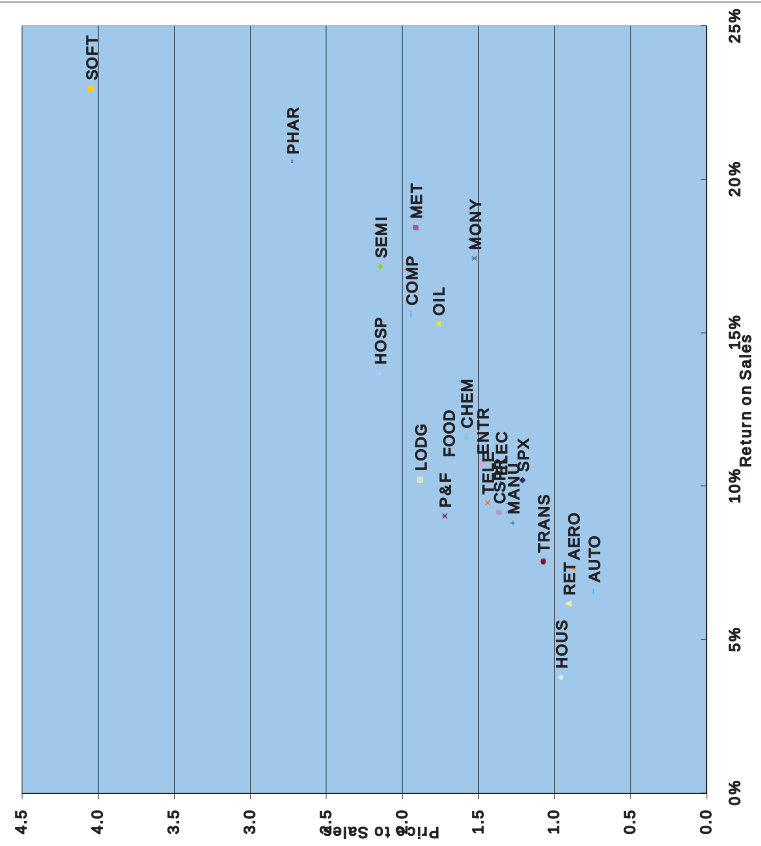
THE RELATIVE VALUE MODEL

Company	Code	Price	X Shares Outstanding	=	Market Cap	Equity 10A	EPS 11E	Div 11E	=	Equity 11E	EPS 12E	Div 12E	=	Equity 12E	Price/Book 12E	ROE 12E	Projected Sales 12E	Price/Sales 12E	ROS 12E	P/E 12E	Yield
S&P 500	SPX	SPX If	1	=	1,340	596	99.58	26.00	=	669	112.91	28.47	=	754	1.9	15.9%	1,107	1.2	10.2%	11.9	2.1%
RAW MATERIALS																					
Metals	MET	45.67	477	=	19,328	8,241	4.15	0.80	=	9,624	4.87	0.81	=	11,221	2.2	22.4%	13,150	1.9	18.4%	10.5	2.0%
Oil	OIL	81.15	1,262	=	104,250	45,913	6.96	1.26	=	53,830	7.82	1.33	=	62,387	1.9	16.9%	119,290	1.8	15.3%	11.3	1.7%
INDUSTRIAL CYCLICAL																					
Chemicals	CHEM	77.97	287	=	16,833	4,784	5.81	1.16	=	5,619	6.27	1.24	=	6,599	3.2	24.0%	13,921	1.6	11.6%	13.3	1.7%
Paper, Forest Packagin, P&F	P&F	35.57	212	=	7,507	2,716	1.91	1.14	=	2,926	2.37	1.19	=	3,215	3.2	18.3%	7,462	1.7	9.0%	23.2	2.9%
Transportation	TRANS	51.53	450	=	19,530	5,403	2.87	0.73	=	6,294	3.69	0.79	=	7,490	3.3	22.7%	22,813	1.1	7.5%	14.2	1.2%
Manufacturing	MANU	59.27	231	=	15,093	4,041	3.73	1.07	=	4,689	4.38	1.13	=	5,487	3.1	23.4%	11,080	1.3	8.8%	13.6	1.7%
Electrical	ELEC	74.83	1,433	=	47,352	18,887	4.76	1.15	=	21,024	5.63	1.24	=	23,673	3.0	22.6%	35,873	1.4	10.1%	13.2	1.8%
CONSUMER CYCLICAL																					
Automobile	AUTO	43.75	505	=	11,782	1,695	3.23	0.35	=	2,788	4.17	0.37	=	4,057	2.5	25.8%	23,786	0.7	6.6%	10.3	0.8%
Housing	HOUS	98.60	165	=	4,213	2,116	4.15	0.61	=	2,202	5.70	0.65	=	2,356	2.1	11.0%	5,789	1.0	3.8%	10.8	1.7%
Lodging	LODG	62.89	395	=	19,092	4,689	2.46	0.72	=	5,279	2.93	0.81	=	5,963	4.3	22.8%	9,319	1.9	10.2%	19.4	2.0%
Retail	RET	74.31	662	=	37,154	11,591	4.09	0.64	=	13,272	4.73	0.66	=	15,209	2.8	17.7%	65,018	0.9	6.2%	15.3	1.6%
CONSUMER NON-CYCLICALS																					
Food	FOOD	47.38	738	=	38,024	9,250	2.78	1.32	=	10,435	3.05	1.43	=	11,769	4.4	29.1%	21,857	1.7	10.7%	15.6	3.1%
Entertainment	ENTR	55.24	819	=	27,890	11,908	2.93	0.46	=	13,349	3.48	0.47	=	15,097	3.9	23.4%	19,769	1.5	10.8%	14.1	1.1%
Consumer Prod.	CSPR	57.18	500	=	30,225	8,107	3.21	1.05	=	9,108	3.68	1.15	=	10,205	4.1	28.0%	16,515	1.4	9.1%	18.8	2.0%
Health Care	HOSP	80.71	515	=	22,012	8,455	4.38	0.59	=	9,719	4.89	0.68	=	11,120	2.6	17.4%	26,402	2.1	13.7%	14.6	1.1%
Pharmaceuticals	PHAR	48.32	1,734	=	65,419	25,279	3.61	0.96	=	28,863	3.62	1.02	=	32,449	2.5	18.8%	25,530	2.7	20.5%	14.4	2.4%
TECHNOLOGY																					
Computers	COMP	70.92	1,402	=	73,569	18,421	5.17	0.28	=	23,987	5.89	0.31	=	30,162	2.7	21.7%	45,774	1.9	15.6%	12.4	0.4%
Semiconductors	SEMI	22.13	1,057	=	22,155	8,706	1.59	0.24	=	10,166	1.74	0.24	=	11,787	2.6	21.0%	10,972	2.1	17.2%	12.4	0.9%
Software	SOFT	83.07	1,484	=	56,297	14,891	5.00	0.23	=	18,515	5.74	0.25	=	22,521	3.3	18.9%	16,970	4.0	23.0%	18.1	0.7%
Aerospace	AERO	72.18	327	=	24,088	7,259	5.75	1.39	=	8,432	6.49	1.53	=	9,932	3.0	25.0%	28,981	0.9	7.3%	11.7	2.1%
Telecom	TELE	31.64	1,675	=	50,111	28,834	2.01	0.75	=	30,103	2.30	0.77	=	31,747	1.8	11.6%	38,821	1.4	9.5%	14.5	2.1%
Financial Inst.	MONY	45.88	3,107	=	89,360	109,929	4.42	0.51	=	117,781	5.41	0.68	=	127,123	1.0	10.4%	62,571	1.5	17.4%	8.8	1.6%

Price to Book vs ROE

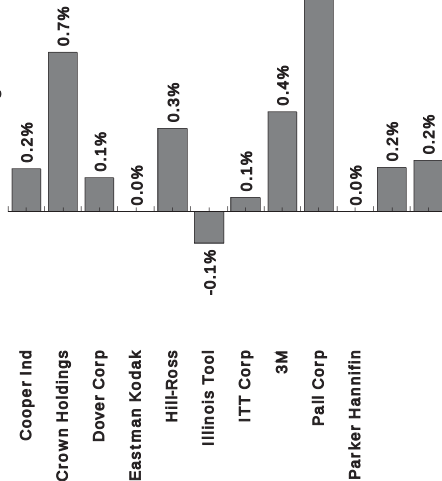


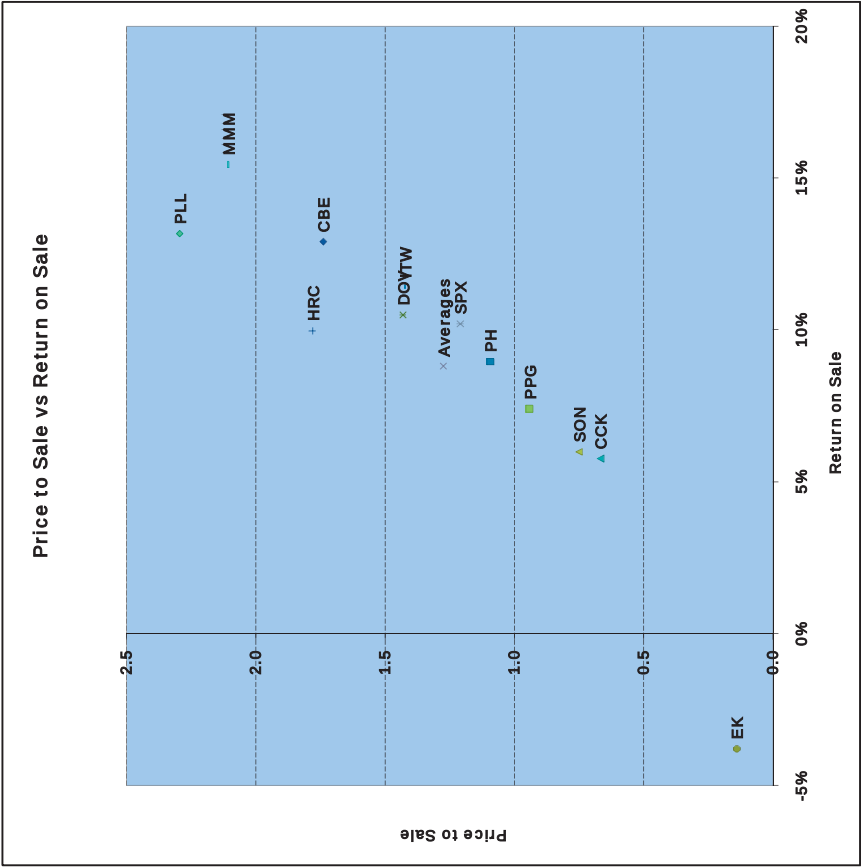
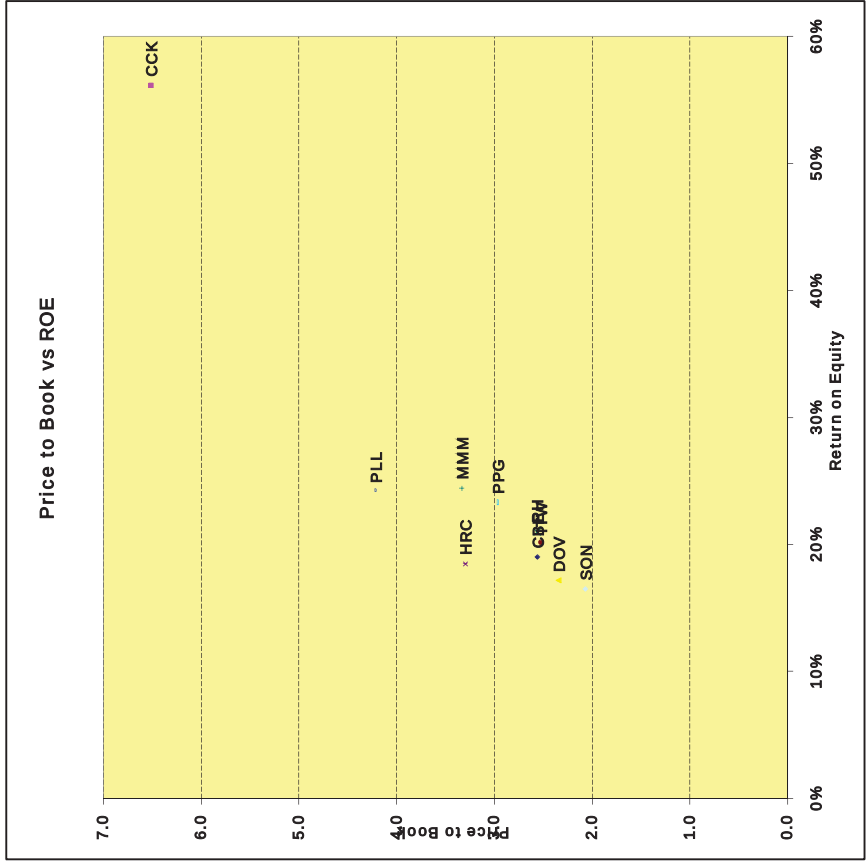
Price to Sales vs Return on Sales





Plus Percentage Change in Price/Book	5.4%
Minus Percentage Change in ROE 2012	0.4%
Equals Percentage change in P/E 2012	5.0%
P/E Last Month 2012	12.9
Current P/E 2012	13.6

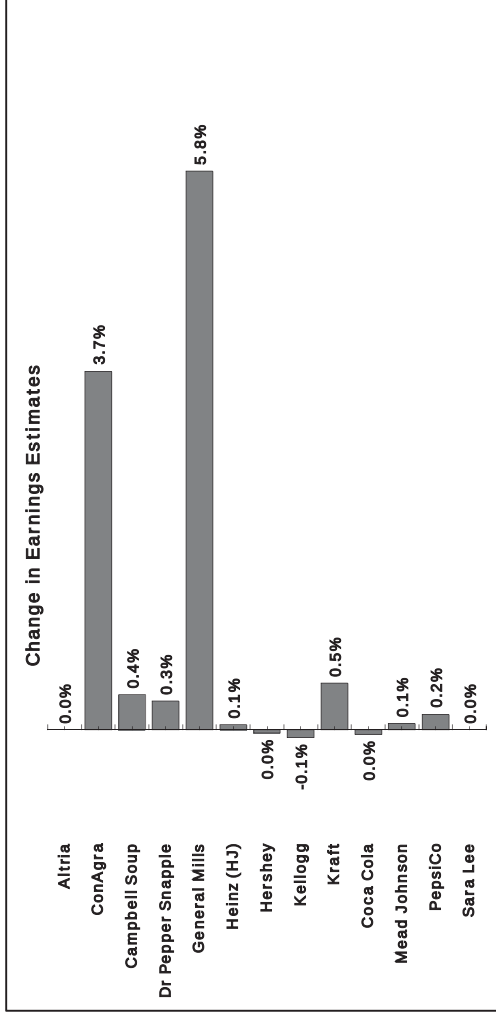
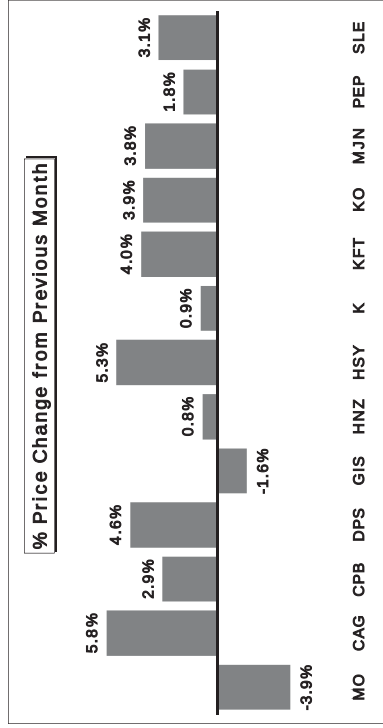


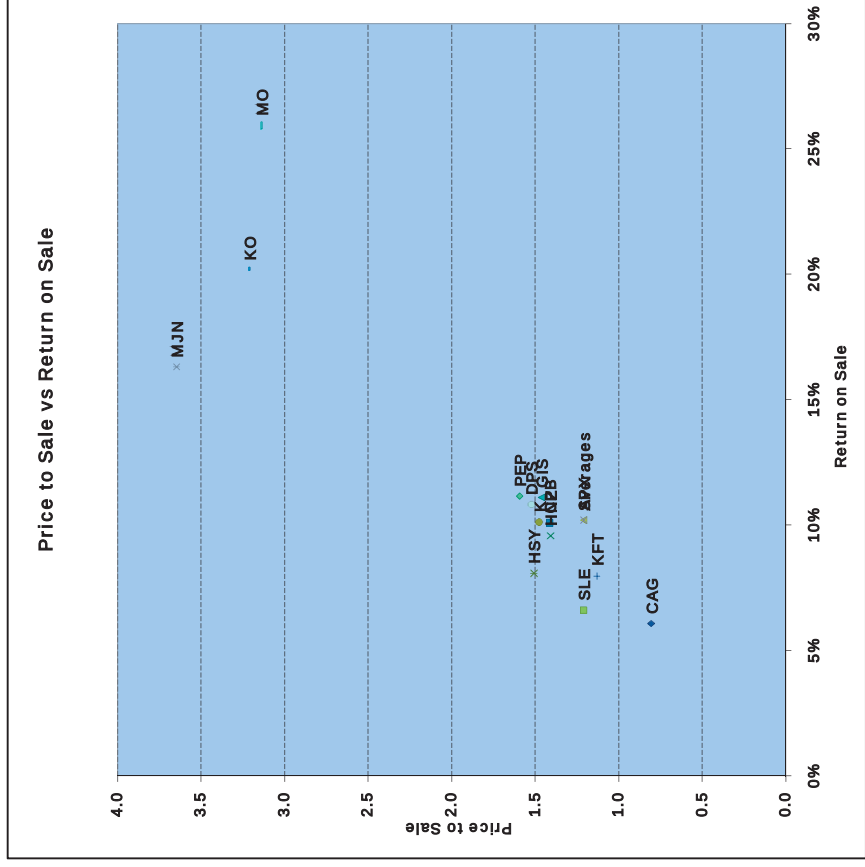
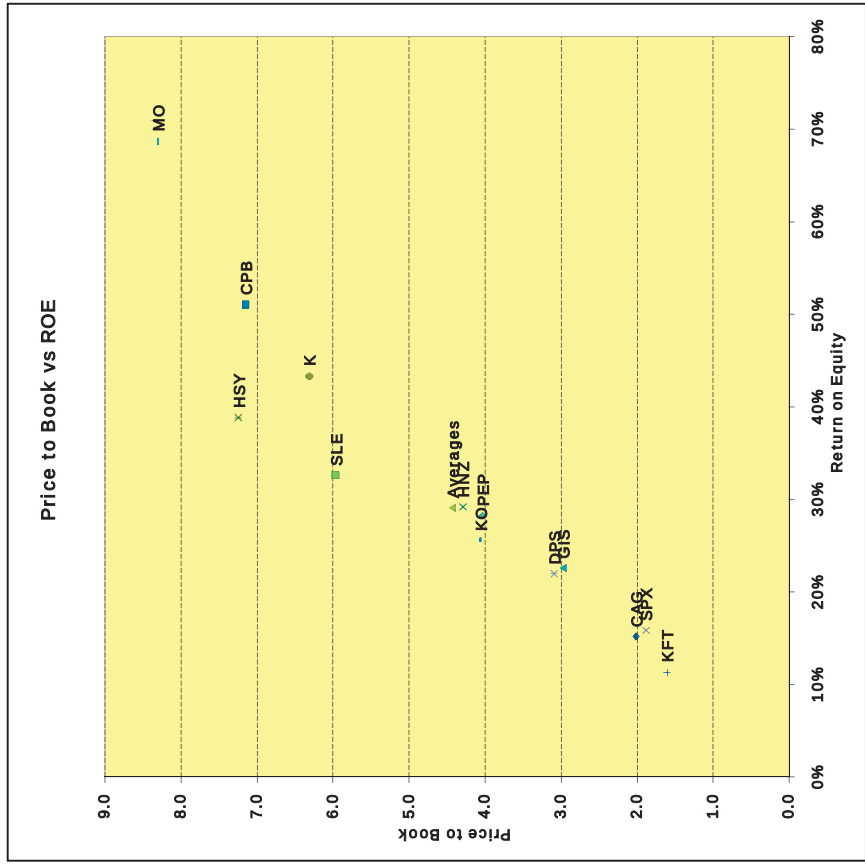


FOOD

Company	Code	Price	X Shares Outstanding	Market Cap	Equity 10A	EPS 11E	Div 11E	Equity 11E	EPS 12E	Div 12E	Price/Book	ROE 12E	Projected Sales 12E	Price/Sales	ROS 12E	P/E 12E	Yield	FYE
Altria	MO	26.53	2,093	55,538	5,227	2.04	1.59	6,186	2.20	1.71	8.3	68.7%	17,715	3.1	25.9%	12.1	6.5%	Dec
ConAgra	CAG	25.90	409	10,590	4,709	1.80	0.93	5,063	1.96	0.99	2.0	15.2%	13,165	0.8	6.1%	13.2	3.8%	May
Campbell Soup	CPB	34.65	321	11,123	929	2.45	1.13	1,352	2.48	1.20	7.1	51.1%	7,872	1.4	10.1%	14.0	3.5%	Jul
Dr Pepper Snapple	DPS	42.15	221	9,330	2,459	2.75	1.11	2,822	3.00	1.23	3.1	22.0%	6,131	1.5	10.8%	14.1	2.9%	Dec
General Mills	GIS	37.35	638	23,844	6,612	2.62	1.19	7,523	2.84	1.29	3.0	22.6%	16,316	1.5	11.1%	13.2	3.5%	May
Heinz (HJ)	HNZ	53.62	322	17,252	3,307	3.35	1.92	3,766	3.65	2.07	4.3	29.2%	12,256	1.4	9.6%	14.7	3.9%	Apr
Hershey	HSY	57.41	165	9,465	938	2.81	1.37	1,175	3.08	1.48	7.2	38.8%	6,283	1.5	8.1%	18.7	2.6%	Dec
Kellogg	K	55.40	363	20,103	2,154	3.48	1.66	2,815	3.80	1.76	6.3	43.3%	13,632	1.5	10.1%	14.6	3.2%	Dec
Kraft	KFT	35.47	1,758	62,352	35,942	2.23	1.20	37,765	2.50	1.24	1.6	11.3%	55,206	1.1	8.0%	14.2	3.5%	Dec
Coca Cola	KO	68.09	2,289	155,875	31,317	3.85	1.87	35,852	4.28	2.06	4.1	25.5%	48,561	3.2	20.2%	15.9	3.0%	Dec
Mead Johnson	MJN	69.04	204	14,108	(358)	2.71	0.99	(6)	3.09	1.09	NM	NM	3,870	3.6	16.3%	22.4	1.6%	Dec
PepsiCo	PEP	70.19	1,581	110,946	21,476	4.50	2.04	25,366	4.92	2.21	4.0	28.3%	69,637	1.6	11.2%	14.3	3.2%	Dec
Sara Lee	SLE	19.32	585	11,304	1,515	0.83	0.46	1,732	1.06	0.50	6.0	32.6%	9,351	1.7	6.6%	18.3	2.6%	Jun
					Averages						4.4	29.1%				15.6	3.1%	
S&P 500	SPX	1,340	1	1,340	596	99.58	26.00	669	112.91	28.47	1.9	15.9%	1,107	1.2	10.2%	11.9	2.1%	

Plus Percentage Change in Price/Book -2.4%
 Minus Percentage Change in ROE 2012 -4.6%
 Equals Percentage Change in P/E 2012 2.1%
 P/E Last Month 2012 15.3
 Current P/E 2012 15.6

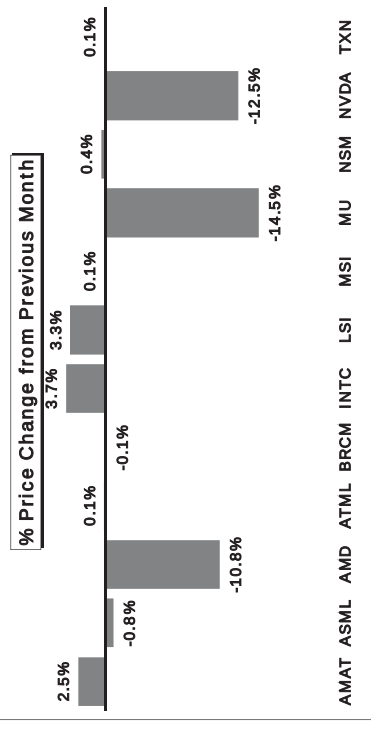




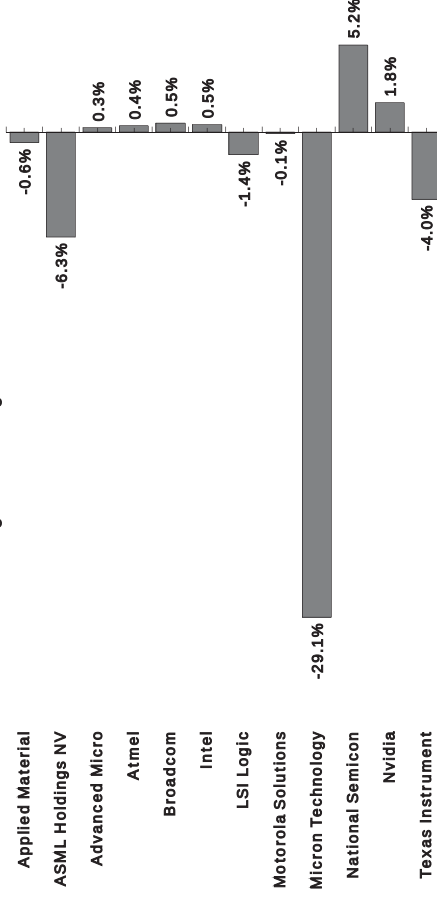
SEMICONDUCTORS

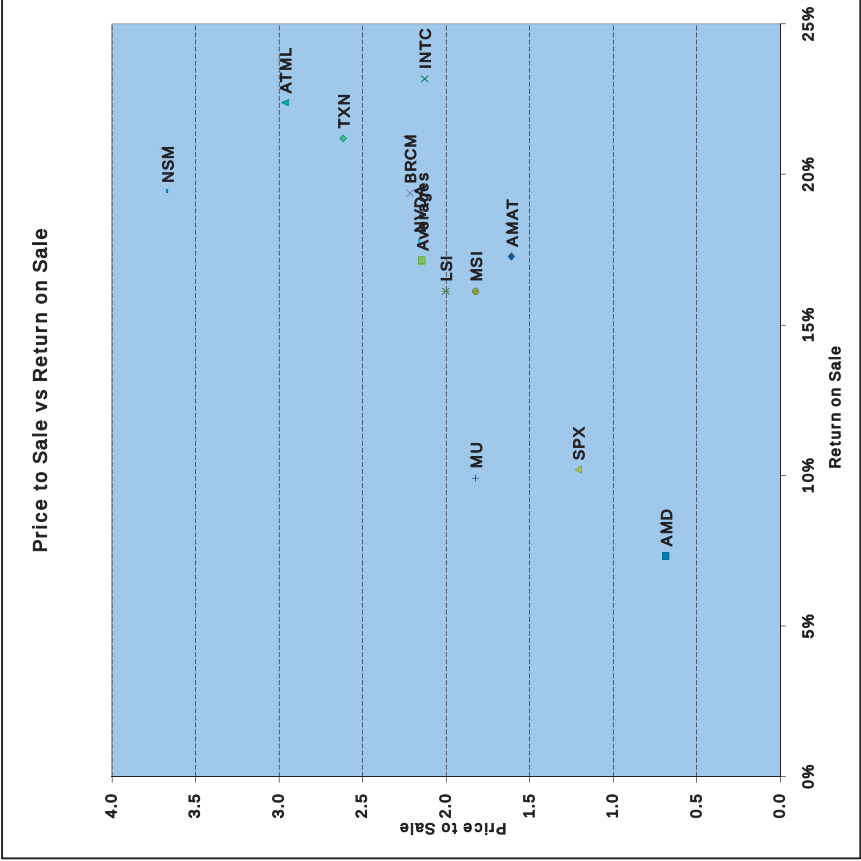
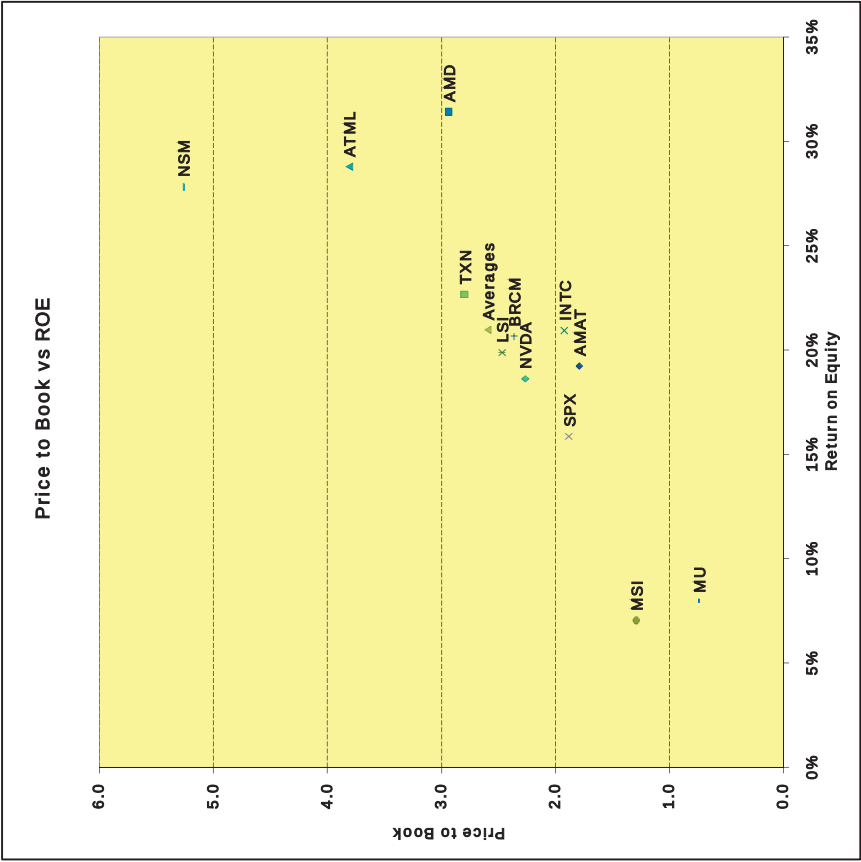
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Applied Material	AMAT	13.29	1,318	17,520	7,536	1.42	0.29	9,038	1.43	0.30	10,530	1.8	19.2%	10,886	1.6	17.3%	9.3	2.2%	Oct
ASML Holdings NV	ASML	37.94	431	16,363	3,022	3.17	0.55	4,152	2.89	0.40	5,225	3.5	26.6%	5,339	3.1	23.3%	13.1	1.1%	Dec
Advanced Micro	AMD	7.11	688	4,888	1,020	0.96	-	1,404	0.76	-	1,927	2.9	31.4%	7,139	0.7	7.3%	9.3	0.0%	Dec
Atmel	ATML	14.32	457	6,549	1,053	0.92	-	1,472	1.08	-	1,967	3.8	28.8%	2,211	3.0	22.4%	13.2	0.0%	Dec
Broadcom	BRCM	34.41	537	18,464	5,826	2.75	0.36	7,111	3.01	0.37	8,531	2.4	20.7%	8,338	2.2	19.4%	11.4	1.1%	Dec
Intel	INTC	22.53	5,302	119,454	49,430	2.32	0.75	57,722	2.46	0.78	66,593	1.9	20.9%	56,151	2.1	23.2%	9.2	3.5%	Dec
LSI Logic	LSI	7.25	606	4,391	1,318	0.47	-	1,602	0.98	-	1,956	2.5	19.9%	2,194	2.0	16.1%	12.4	0.0%	Dec
Motorola Solutions	MSI	46.50	340	15,788	10,987	2.35	-	11,783	2.53	-	12,643	1.3	7.0%	8,666	1.8	9.9%	18.4	0.0%	Dec
Micron Technology	MU	7.83	1,001	7,842	9,816	0.32	-	10,140	0.83	-	10,976	0.7	7.9%	9,723	0.8	8.6%	9.4	0.0%	Aug
National Semicon	NSM	24.66	243	5,988	851	1.17	0.42	1,034	1.30	0.44	1,243	5.3	27.8%	1,633	3.7	19.4%	18.9	1.8%	May
Nvidia	NVDA	16.15	600	9,692	3,181	1.16	-	3,880	1.33	-	4,677	2.3	18.6%	4,489	2.2	17.7%	12.2	0.0%	Jan
Texas Instrument	TXN	33.52	1,161	38,922	10,437	2.43	0.52	12,651	2.72	0.54	15,176	2.8	22.7%	14,881	2.6	21.2%	12.3	1.6%	Dec
Averages																			
S&P 500	SPX	SPX If	1	1,340	596	99.58	26.00	669	112.91	28.47	754	1.9	15.9%	1,107	1.2	10.2%	11.9	2.1%	

Plus Percentage Change in Price/Book -9.7%
 Minus Percentage Change in ROE 2012 -6.5%
 Equals Percentage change in P/E 2012 -3.2%
 P/E Last Month 2012 12.4
 Current P/E 2012 12.4



Change in Earnings Estimates





Relative Value Model					
Sector	Company	Advice	Price	52 week Low/Hi	P/E 2012
Metals					
Oil					
Chemicals					
Paper & Forest Products					
Transportation					
Manufacturing					
Elec. & Mfg Equipment	3M	Buy	\$ 97.97	68 / 98	13.6
Automobile					
Housing					
Lodging & Restaurants					
Retail	Nike	Sell	\$ 93.66	66 / 94	16.3
Real Estate	SL Green	Buy	\$ 87.54	50 / 90	17.9 FFO
Food	Kraft	Buy	\$ 35.93	28 / 36	14.2
	Dr Pepper Snapple	Buy	\$ 41.65	37 / 42	14.1
Media / Entertainment					
Consumer Products					
Hospital					
Pharmaceutical	Pfizer	Buy	\$ 20.23	14 / 21	9.0
Computers	Cisco	Buy	\$ 15.90	15 / 26	9.3
Semiconductors	NVIDIA	Buy	\$ 15.73	9 / 26	11.7
Software	Microsoft	Buy	\$ 26.77	23 / 29	9.4
	Oracle	Buy	\$ 34.09	22 / 37	12.4
Aerospace					
Financial	iShares Financial	Buy	\$ 57.67	48 / 62	N/A

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